

Notice of References Cited	Application/Control No. 09/828,530	Applicant(s)/Patent Under Reexamination NABE ET AL.	
	Examiner Peter Choi	Art Unit 3623	Page 1 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,430,539	08-2002	Lazarus et al.	705/10
	B	US-6,338,066	01-2002	Martin et al.	707/102
	C	US-6,236,975	05-2001	Boe et al.	705/7
	D	US-2001/0027408	10-2001	Nakisa, Ramin C.	705/10
	E	US-2003/0105658	06-2003	CHEN et al.	705/10
	F	US-6,321,206	11-2001	Honarvar, Laurence	705/7
	G	US-6,078,892	06-2000	Anderson et al.	705/10
	H	US-6,567,814	05-2003	Bankier et al.	707/101
	I	US-6,658,391	12-2003	Williams et al.	705/10
	J	US-6,839,682	01-2005	Blume et al.	705/10
	K	US-6,662,192	12-2003	Rebane, George J.	707/104.1
	L	US-6,539,392	03-2003	Rebane, George J.	707/101
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)			
	U	Chou, Paul B.; Grossman, Edna; Gunopulos, Dimitrios; Kamesam, Pasumarti. "Identifying Prospective Customers", 2000. ACM Press. pgs 447-456.			
	V	Mummert, Hallie. "Who is Worthy?". April, 1998. Target Marketing. Vol. 21, Issue 4. pgs 34-36			
	W	Thearling, Kurt. "Increasing Customer Value by Integrating Data Mining and Campaign Management Software". February, 1999. Direct Marketing Magazine. Vol. 61, Issue 10. pgs 49-53.			
	X	Nathan, Sara. "Chase Using Customer Data Base for Marketing". April 13, 1998. American Banker. pg 12.			

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 09/828,530	Applicant(s)/Patent Under Reexamination NABE ET AL.	
	Examiner Peter Choi	Art Unit 3623	Page 2 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"NCR to Help Businesses Harness Power of Event-Driven Marketing with New-'MarketingAgent' Software". June 8, 1999. PR Newsire.
	V	"Be Prepared When Meeting the Relations BYLN". April 3, 2000. Precision Marketing. pg 23.
	W	Messmer, Ellen. "PeopleSoft offers up "Accelerated" PeopleSoft 8 for midsized companies". January 11, 2001. Network World.
	X	Levin, Nissan; Zahavi, Jacob. "Predictive Modeling Using Segmentation". Spring 2001. Journal of Interactive Marketing. Volume 15, Issue 2. pgs 2-22.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 09/828,530	Applicant(s)/Patent Under Reexamination NABE ET AL.	
	Examiner Peter Choi	Art Unit 3623	Page 3 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Egol, Len. "What's new in database marketing software - several products evaluated". August 1994. Primedia Business Magazines & Media Inc.
	V	Brown, A.J. "A Model for Effective, Customer-Oriented Market Plans". July 1997. Direct Marketing. Volume 60, Issue 3. pgs 40-43.
	W	"SPSS Data Mining: SPSS delivers the complete data mining solution." October 18, 2000. SPSS Inc.
	X	Isaac, Steven; Tooker, Richard N. "The Many Faces of CRM". Spring 2001. LIMRA's MarketFacts Quarterly. Volume 20, Issue 1. pgs 84-88.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.